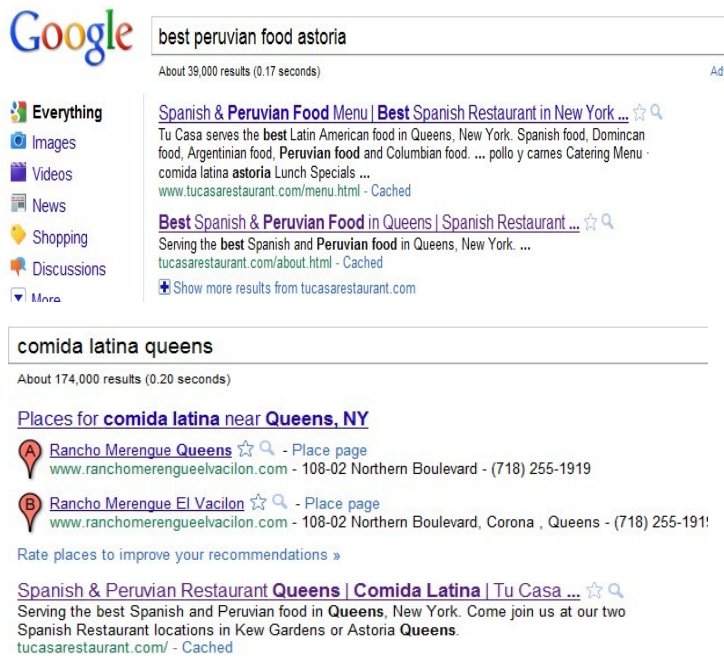




CASE STUDY

Successful use of SEO Friendly Web Design & Local Search Engine Optimization Services



www.searchenvision.com

contact@searchenvision.com

347.738.3252

THE CLIENT

TU CASA RESTAURANT (www.tucasarestaurant.com)

Tu Casa Restaurant is a family owned and operated Spanish Restaurant with two location is Queens, New York. Tu Casa serves a variety of dishes from South America and specialize in Spanish, Peruvian, Dominican, Colombian and Argentinean cuisine.

THE CHALLENGE

1. Web Design 2. Gain Local Market Share by Investing in Organic Local SEO

In terms of marketing, Tu Casa wasn't doing much with their website online. Phone books and yellow page type business directories were being replaced by Google searches and the like. After recently opening their 2nd location in Astoria, Queens, Tu Casa needed to make their mark online in this new area. They started this campaign with SearchEnvision with an outdated website and with Google rankings limited to their 1st location which had little to no market competition.

THE SOLUTION

Re-Design Website with a Consistent Theme for Optimal Local Search Results

SearchEnvision started by designing Tu Casa's website keeping with the theme of their physical location's colors, menus and atmosphere and optimizing content for very local keywords. Particular attention was given to optimizing Tu Casa's local business account with Google places to gain greater local visibility in two locations. Lastly, the launch of a multi-faceted linking campaign for Tu Casa's main keywords and terms was implemented.

THE RESULTS

Up, Up and Away!

SearchEnvision successfully developed an SEO Friendly, brand-cohesive website utilizing every aspect of the restaurant's interior theme and other offline marketing materials such as menus, flyers and coupons. Over 30 keyword phrases were targeted and acquired 1st page results in Google, Yahoo! And Bing, many of which are in the top 5 positions. Overall, Tu Casa's website saw a 338% increase in organic search traffic. Visitors were also spending 46% more time on the website too. The result was a major increase in foot traffic a dominating online presence in their niche for both locations.

WHY IT WORKED

Knowing the in's and out's of Geo-Targeted SEO Techniques

The different local optimization techniques, on page optimization, and link building strategy SearchEnvision implemented allowed the client to take advantage of highly targeted local traffic they were missing out on. Today, Tu Casa's restaurant continues to reap the benefits of thier website's re-design and high keyword ranking in Queens, New York.

